



SONOMA COUNTY VINTNERS ARE BRINGING "SONOMA IN THE CITY" TO LOS ANGELES

Week of tastings and dinners scheduled May 4-6 throughout Los Angeles

Santa Rosa, Sonoma County, CA – April 6, 2010 – A group of Sonoma County’s finest wineries, winegrowers, and chefs is headed to Los Angeles May 4-6 for a series of wine seminars, dinners and tastings for Los Angeles wine trade and consumers. The “Sonoma in the City: Los Angeles” tour is presented by Sonoma County Vintners, Sonoma County Winegrape Commission, Alexander Valley Winegrowers, Russian River Valley Winegrowers, Sonoma County Tourism Bureau, Sonoma Valley Vintners & Growers Alliance, and Winegrowers of Dry Creek Valley™.

“Los Angeles is one of the most important wine markets in the country, and we want to make sure that Sonoma County wines are on their collective radar,” explains SCV Executive Director Honore Comfort. “We have developed a full schedule of events designed to reach a wide range of consumers while educating top members of the wine trade. We have more than 40 Sonoma County winemakers, winegrowers and winery owners joining us in Los Angeles. Our events will allow attendees the chance to talk to the winemakers, wine growers, and winery owners about their wines and meet the people that make Sonoma County what it is.”

Here is an overview of the week’s events. Details for participation are included with each listing.

Tuesday, May 4

Retail Tasting with four Sonoma County wineries

Bottle Rock Downtown -- 1050 Flower Street # 167, Los Angeles

Info: 213/747-1100

Time: 7:00-9:00pm

Information: <http://www.bottlerock.net/>

Retail Tasting with nine Sonoma County wineries

Wine House -- 2311 Cotner Ave., Los Angeles

Info: 310/479-3731

Time: 7:00-9:00pm

Information: www.winehouse.com

Wednesday, May 5:

Retail Tasting with four Sonoma County wineries

Cecconi's Restaurant with Du-Vin Wine & Spirits – 8764 Melrose Ave., Los Angeles

Information: 213/507-2404

Time: 6:30-8:30pm

Information: www.ceconiswesthollywood.com

Retail Tasting with six Sonoma County wineries

Bottle Rock Culver City -- 3847 Main Street, Culver City

Info: 310/836-WINE (9463)

Time: 7:00-9:00pm

Information: <http://www.bottlerock.net/>

Alexander Valley Winegrowers Dinner at Melisse

Time: 6:30 pm

Taste Alexander Valley wines with a wine-inspired menu paired with these outstanding wineries:

Skipstone, Souverain, Munselle Wines, and Stryker Sonoma

Melisse Restaurant, 1104 Wilshire Blvd., Santa Monica

Cost: \$150 per person

Reservations: 310/395-0881

Information: <http://alexandervalley.org> or www.melisse.com

Thursday, May 6

Retail Tasting with four Sonoma County wineries

Woodland Hills Wine Co. -- 22622 Ventura Blvd., Woodland Hills

Info: 800/678-9463

Time: 5:00-7:00pm

Information: www.whwc.com

Retail Tasting with seven Sonoma County wineries

Wally's Wine & Spirits -- 2107 Westwood Blvd., Los Angeles

Info: 310/475-0606

Time: 6:00-8:00pm

Information: www.wallywine.com

Russian River Valley Winegrowers Dinner at Valentino

Enjoy a beautifully paired menu featuring Iron Horse Vineyards, Joseph Swan, Inman Family, Longboard Vineyards, and Papapietro Perry

Time: 7:30-10:30pm

Valentino, 3115 Pico Blvd., Santa Monica

Cost: \$100 per person

Information: www.Valentinorestaurantgroup.com or 310/829-4313

About Sonoma County Vintners

Sonoma County Vintners is the leading voice of Sonoma County wine, dedicated to raising awareness of Sonoma County as one of the world's premier wine regions, noted for its artisanal passion, diversity and distinctiveness, and quality. Through innovative, collaborative, and informative marketing programs, SCV increases awareness and improves the quality image of Sonoma County wines and member wineries. Founded in 1944, SCV represents more than 170 wineries of all sizes throughout the county. For more information about Sonoma County Vintners and its member wineries, visit www.sonomawine.com.

About Sonoma County Winegrape Commission

The Sonoma County Winegrape Commission was established in 2006 as a non-profit marketing and educational organization dedicated to the promotion of Sonoma County as one of the world's premier grape growing regions. SCWC's goal is to increase awareness and recognition of the quality and diversity of Sonoma County's grapes and wines through dynamic marketing and educational programs targeted to wine consumers around the world. For more information about SCWC and its programs, visit www.sonomawinegrape.org < <http://www.son>

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About Alexander Valley Winegrowers

An hour north of the Golden Gate Bridge lies the Alexander Valley, located at the northern end of Sonoma County. The Alexander Valley is 22 miles long and varies in width from two to seven miles. There are 76,900 acres of land, of which 15,000 acres are planted to premium wine grapes. World class Cabernet Sauvignon grapes thrive from the valley floor all the way up the rolling hillsides and mountain ridges. The gravelly loam soils straddling the Russian River encourage Chardonnay, Sauvignon Blanc and Merlot to flourish. For more information, visit: www.alexandervalley.org

About Russian River Valley Winegrowers

Russian River Valley Winegrowers, formed in 1993 is an education and marketing association of over 300 grape growers, wineries and commercial members in Sonoma County's Russian River Valley. The RRVW is sustaining generations of winemaking – mentoring producers and encouraging enthusiasts. Learn more at www.rrvw.org and become a fan at [Facebook.com/russianrivervalleywinegrowers](https://www.facebook.com/russianrivervalleywinegrowers).

About Sonoma Valley Vintners & Growers Alliance

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit trade organization serving over 500 vintners, growers and associates who share a mission to promote awareness of Sonoma Valley's grapes, wine, terroir and history as the birthplace of the California wine industry. The Sonoma Valley Vintners and Growers Foundation (SVVGF) is a non-profit organization that has raised over \$6,000,000 for local Sonoma Valley charities through the Sonoma Valley Harvest Wine Auction. For more information on the SVVGA and SVVGF, please call 707-935-0803 or visit www.SonomaValleyWine.com.

About Winegrowers of Dry Creek Valley™

Dry Creek Valley's history of grape growing and winemaking is among the longest in California, with its roots beginning more than 135 years ago. The precise blend of climate, soil and exposure that produces grapes of singular quality and character is the true allure of the region. Dry Creek Valley is approximately 16 miles long and 2 miles wide. It is framed on the western edge by rugged mountain ridges rimmed with redwoods and evergreens. The region has roughly 9,300 acres of vineyards, 150 growers, and more than 60 wineries producing a diverse selection of wines ranging from legendary Zinfandels to Bordeaux and Mediterranean varietals. For more information, visit: www.wdcv.com